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Grower's 1948 Prices

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STEELE'S MASTODON BUTTERFLY HYBRIDS

Steele's Pansy Gardens

SINCE 1893

2715 S. E. 39th AVENUE, PORTLAND 2, OREGON, U. S. A.

This listing contains by far the choicest group of pansies we have ever catalogued. No pains have been spared to make them fine. You will note that we are mentioning three new varieties, Moon Moth, Madame Steele, and Jumbo Bronze Tones, all true Jumbo types. Of these three we wish to call particular attention to Moon Moth, our new Jumbo White. All of these novelties are available in normal quantities.

We are always delighted to hear from you, and if you are using a technique in germinating pansy seed that is particularly successful in your climate please tell us how you do it so we can help others whose problems are similar. If we can help you in any way just drop us a line. We have tried to cover every phase of culture in our Booklet on Pansy Culture which is free for the asking. But write us anyway. If you like our strains tell us in what particular way they suit you. If you do not feel entirely satisfied, please furnish us with exact details so we may be better able to help you with your problems.

We take this opportunity to thank you for 55 years of business which have enabled us to offer a collection of pansies which are without a doubt the world's finest.

New Introductions

Jumbo Bronze Tones—A blend of many grand colors ranging from old gold, rich copper and sunset tones to deep browns. Many smoky blue-bordered types, rosy toned bronze beauties and all with excellent texture and beautiful form. Immense size. A true Jumbo strain, the result of many years' selection from our Jumbo fields.

Madame Steele—A huge Jumbo purple selection now offered for the first time. Wonderful for adding velvet violet shades if your clients like their pansies deeper in color. Replaces old strain which we discarded several years ago. No faded or magenta tones.

200 seeds \$1.00; 600 seeds \$1.75; 1/16 oz. \$3.00; 1/8 oz. \$5.00;
1/4 oz. \$9.00; 1/2 oz. \$16.00.

Jumbos

"Pay Dirt"—The largest golden yellow ever produced. Blooms have dark rays or tiny dark faces. Fine habit of growth and resistant to summer heat.

Jumbo Beaconsfield—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

Jumbo Mixed—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze. Purple, red, in two- and three-color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early.

	200 s	600 s	1/16 oz.	1/8 oz.	1/4 oz	1/2 oz.
Pay Dirt	\$1.00	\$1.75	\$3.00	\$5.00	\$. . .	\$. . .
Beaconsfield		1.00	1.50	2.75	4.75	8.00
Jumbo Mixed		1.00	1.75	3.00	5.00	9.00
	(oz. \$16.00; 2 oz. \$30.00; 4 oz. \$56.00)					

Butterfly Hybrids—A rainbow collection originated by Donald M. Steele, our pansy hybridist, culminating ten years of hand pollenization of special selections. A strain mainly of pastel character in shades of pink, rose, apricot, buff, orchid, lavender, yellow, pale gold, orange, salmon, coral and flesh, many overlaid with a delicate bronze cast. The form is unbelievably ruffled, fluted, and marked with sun rays and blotches of butterfly sheen metallic jewel tones. A distinctive strain different from any other pansies and unmatched for cutting. The substance is superb and stems are long.

Prices—200 seeds \$1.00; 800 seeds \$2.00; 1/16 oz. \$3.25;
1/8 oz. \$5.75; 1/4 oz. \$10.00; 1/2 oz. \$18.00; oz. \$35.00; 2 oz.
\$65.00.

Sea Blue—An intense blue pansy with a dark blotch. One of the best and most uniform of our separate colors. Exceptional for color contrast and merits our recommendation.

Gorgeous Red—The reddest pansy we have ever produced with a deeper blotch. Not quite so brilliant as Irene. We have never been able to produce enough of this strain to fill orders as it requires heavy rogueing and is a shy seeder.

Super Swiss "400" Mixed—A strain of the better known Swiss Types grown in a perfectly balanced mixture. Contains fine reds, carmines, scarlets, gold, rose, fuchsia, blues, violets, and many variations with three-tone color effects, all beautifully blotched, often bordered in contrasting hues.

	400 s	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
Sea Blue	\$. . .	\$1.00	\$1.25	\$2.00	\$3.50	\$6.50	\$12.00
Gorgeous	1.00	1.75	2.50	4.00
"400" Mixed	1.00	1.25	2.25	4.00	7.50	14.00
	2 oz.	\$27.00;	4 oz.	\$48.00.			

We will pay Air Mail Postage.

Please check here for Air Mail ☐

Steele's Pansy Gardens

2715 S. E. 39th Ave.

Date_____

Portland 2, Oregon, U. S. A.

Send the following ORDER, by_____

Amt. Enclosed_____

NAME_____

Street_____

R. F. D. _____

Box _____

P. O. _____

Zone _____

State _____

Amount	Pansy Seed	Price	
	BUTTERFLY HYBRIDS		
oz.	Mixed		
	JUMBOS		
oz.	Pay Dirt		
oz.	Jumbo Beaconsfield		
oz.	Jumbo Mixed		
	SWISS		
oz.	"400" Super Swiss Mixed		
oz.	Sea Blue		
oz.	"Gorgeous"		
	IMPROVED BEDDING TYPES		
oz.	Mlle. Irene		
oz.	Improved Adonis		
oz.	Golden Gate		
oz.	Grand Duke Michel		
oz.	Jumbo Bronze		
oz.	Jumbo Madame Steele		
oz.	Jumbo White		
oz.	Seeds extra		
Total			

Remarks:

How to get a four color Pansy Poster free. See Catalog.
Can't you send us the name of another Commercial grower?

FROM

STEELE'S PANSY GARDENS

2715 S. E. 39TH AVENUE

PORTLAND 2, OREGON, U.S.A.

DID YOU GIVE YOUR NAME AND ADDRESS?

Can't you send us the name of another Commercial grower?
How to get a four color Pansy Poster free. See Catalog.

Remarks:

Amount	Pansy Seed	Price
02	BUTTERFLY HYBRIDS	
02	Mixed	
02	JUMBOS	
02	Pay Dirt	
02	Jumbo Beaconfield	
02	Jumbo Mixed	
02	swiss	
02	"100" Super Swiss Mixed	
02	See Blue	
02	"Gorgeous"	
02	IMPROVED BEDDING TYPES	
02	Mlle. Irene	
02	Improved Adams	
02	Golden Gate	
02	Grand Duke Michel	
02	Jumbo Bronze	
02	Jumbo Madame Steele	
02	Jumbo White	
02	Seeds extra	
	Total	

E. F. D. Box P. O. Zone State

NAME Street

Send the following ORDER, in

First Enclosed

2715 S. E. 38th Ave.

Portland 2, Oregon, U. S. A.

Steele's Pansy Gardens

We will pay Air Mail Postage

Please check here for Air Mail ☐

IMPROVED BEDDING TYPES

Mlle. Irene—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. Fine for adding red to your mixture.

Golden Gate—A fine golden yellow with three dark blotches. Very resistant to heat and drouth and of excellent growth habit. Good for color effects.

Adonis—Light blue shades. Most blooms show small white face in center of bloom marked with darker blotches. Good to use with Butterfly Hybrids which lack blue.

Grand Duke Michel—Pure white, some with delicate rays. Dwarf, compact plants covered with blooms all season. Excellent for borders and carpeting.

PRICES OF BEDDING TYPES

	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	oz
Mlle. Irene	\$1.00	\$1.50	\$2.75	\$5.00	\$9.00	\$. . .
Golden Gate		1.00	1.75	3.00	5.50	10.00
Improved Adonis.		1.00	1.75	3.00	5.50	10.00
Grand Duke Michel75	1.25	2.25	4.25	8.00

DIRECTIONS FOR GERMINATING SEED

1. Have your soil clean and pulverized to a depth of six or more inches.

2. On the level surface spread evenly a layer of compost or pulverized well rotted manure to a depth of at least one inch. Overlay compost with half inch of the best soil you have, thoroughly pulverized.

3. Rake down and tamp surface level.

4. Soak down the bed to several inches. Allow to dry enough to again tamp for a smooth seed base.

5. Treat seed with Copper Oxide or Semesan. Sow in shallow drills or broadcast. Cover with sifted mixture of two parts peat moss to one part of compost. The depth of this covering should be about one-eighth inch.

6. Use spray of water to moisten surface after light burlap cover is on. Do not use heavily chlorinated water if avoidable.

7. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely, we remove bur-

lap permanently and sift tops of beds with thin layer of peat moss. To avoid damping off, water your seedlings VERY SPARINGLY.

Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. WE USE 250 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.

CAUTION—Alternate your pansy crop with some other crop.

If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seed.

The unusually high germinating qualities of Steele's Mastodon Pansy Seed is a revelation to all extensive growers who use our stock. Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

Lest You Forget!

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Free with each order of \$2.50 or more we will mail, post-paid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order.

Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O.K.

Check your order carefully and send remittance in full by money order or bank check. Stamps O.K.

We cannot accept any C.O.D. orders.

No charge for Air Mail.

We do not offer packets smaller than those listed.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Hot climates are not safe to store pansy seed unless kept under mild refrigeration.



STEELE'S MASTODON JUMBO MIXED

STEELE'S PANSY GARDENS

SINCE 1893

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